Coordinates: 37.52884°N 126.873881°E

Seoul Broadcasting System

Seoul Broadcasting System (**SBS**) (Hangul: 에스비에스; RR: Eseubieseu) is a national South Korean television and radio network company. In March 2000, the company legally became known as SBS, changing its corporate name from Seoul Broadcasting System (서울방송). It has provided terrestrial digital TV service in the ATSC format since 2001, and T-DMB (Digital Multimedia Broadcasting) service since 2005. Its flagship terrestrial television station is Channel 6 for Digital and Cable.

Seoul Broadcasting System (SBS)

Native name	
Hangul	주식회사 에스비에스
Revised Romanization	Jushikhoesa Eseubieseu
McCune–Reischauer	Chusikhoesa Esŭbiesŭ
Formerly called	
Hangul	서울방송
Hanja	서울放送
Revised Romanization	Seoul Bangsong Siseutem
McCune–Reischauer	Sŏul Pangsong Sisŭtem
Type	Private
Traded as	KRX: 034120 (http://stock.daum.net/item/company.daum?code=034120&type=21)
Industry	Broadcast radio television
Founded	February 14, 1990
Headquarters	161, Mokdongseo-ro, Yangcheon District, Seoul, South Korea
Area served	South Korea
Key people	Yoon Se-young (Chairman) Park Jung-hoon (President)
Revenue	792,884,228,900 (2015)
Operating income	42,152,487,870 won (2015)
Net income	34,884,042,815 won (2015)
Total assets	934,369,945,679 won (2015)
Total equity	91,262,910,000 (December 2015)
Owner	SBS Media Holdings: 30.31% National Pension Service: 6.98% Kiturami Boiler: 6.30% Mirae Asset: 6.02%
Number of employees	1,141 (December 2015)
Parent	Taeyoung E&C Co.,Ltd.
Subsidiaries	SBS A&T

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History

SBS was launched and formed on the day MBC celebrated its 30th Anniversary on October 9, 1991. SBS is the second commercial broadcaster in South Korea after MBC. The purpose was to become an alternative channel to the audience that before 1990 was mastered by MBC. In the 1980s, MBC was a mouthpiece of KBS to broadcast sporting events like the 1986 FIFA World Cup. After the democratic reform in 1987, as well as the separation of MBC from KBS, the government allowed the creation of a second commercial station in Seoul on November 14, 1990. SBS began trial transmissions on its television and radio channels on December 1, 1990 in Seoul. On March 20, 1991, the first regular SBS Radio broadcasts was launched on AM 792kHz, marking the start of SBS.[1]

On December 9, 1991, SBS TV started broadcasting at 10:00am in Seoul, which was designated as "The Day of Birth of SBS".[2] Initially, SBS only broadcast terrestrially in Seoul and its surrounding areas. On October 9, 1992, the government began accepting applications for private broadcasting stations in other regions of the country. SBS had planned for a television and radio broadcast affiliate network that aims to air SBS' programs in other new regional channels before its 5th anniversary. In 1994, the private channels KNN in Busan, TJB in Daejeon, TBC in Daegu, and kbc in Gwangju were created after government approval.[3] On May 14, 1995, SBS launched its national television network with its new local affiliates, KNN, TJB, TBC,

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